

NewsRelease

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NEW YEAR'S A GOOD TIME FOR JOB SEEKERS TO REVITALIZE SEARCH EFFORTS

(Philadelphia) – 2010, the year that economic pundits have been predicting will bring the end of the recession, is finally here. With strong indications that improvement in the economy will intensify over the next few months, job seekers--both employed and unemployed--have an opportunity to increase their chances of success at the start of the New Year, says **MRINetwork®**, one of the world's largest search and recruitment organizations.

"Psychologically the beginning of the year is often looked upon as a fresh start – it's an ideal time for job seekers to devise a strategy and prepare themselves for job openings," says Tony McKinnon, president of **MRINetwork**. "Job hunters should take the opportunity to revamp their resumes, to network, and to update their profiles on social networking sites and job boards."

McKinnon notes that according to the U.S. Bureau of Labor Statistics, January is the strongest hiring month of the year. "Companies want to get their staff in place for the remainder of the year so it's important to pursue job openings and make connections in January."

McKinnon offers some tips for pursuing careers in the New Year:

- 1) Update your resume:** Review and strengthen your resume in the mindset of "What did I actually achieve in each position?" or "How did that add value to the company?" If possible, quantify achievements in dollars, percentages or timelines.
- 2) Expand your contact list:** Join and participate in a couple of industry associations. Make sure to gather business cards and follow up by phone or email with new contacts.
- 3) Make sure you are "findable":** Ensure employers and recruiters can find you on social networking web sites such as LinkedIn and on job boards, including CareerBuilder.com and Monster.com.
- 4) Check your credit score:** Make sure your credit score is up to par as more and more companies are checking this during the hiring process.
- 5) Self assess:** Ask yourself "What's important to me in a new job opportunity?" as you plan your next career move. Factor in type of work, industry, compensation, location, environment and size of company.
- 6) Improve your networking skills:** Professionally network with as many people as possible by contacting current friends and acquaintances, re-connecting with former colleagues and bosses, joining social networking sites such as LinkedIn and Facebook, and attending social gatherings in your business community including free seminars and Chamber of Commerce functions.
- 7) Improve your physical health:** Get yourself into the best physical health as possible and "fluff up" your image. Eating healthy, getting plenty of rest and fitting some exercise into your routine is important so you present the best in body, mind and spirit. "If you're unemployed, you could be a bit bored, feeling lost and even depressed, and if you're employed, you could very easily be overworked, tired and stressed out," McKinnon advises.

8) Search for recruiters: Research and contact recruiters specializing in your industry of interest. “If you’re currently employed, send an updated resume with a cover letter expressing that you are not unhappy with your job but would like to be considered for good job opportunities,” says McKinnon.

“Taking these courses of action should both ease a job hunter into an opportunity-seeker mentality and make them easier to find by the people who are searching for a candidate with a unique set of skills in 2010,” notes McKinnon.

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